

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .RNC IE

Product NV-RNC IE

Estimate# 2992

Buyer Tracey Robinson

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 20/444/2992

Flight Dates 08/11/2012 - 08/17/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	08/13-08/13	2	1	2	\$800.00	
	2	TU	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	08/14-08/14	2	1	2	\$800.00	
	3	W	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	08/15-08/15	2	1	2	\$800.00	
	4	TH	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	08/16-08/16	2	1	2	\$800.00	
	5	F	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	08/17-08/17	2	1	2	\$800.00	
	6	M	6A-7A	WAKE W/WAGNRS2	:30	\$700.00	08/13-08/13	2	1	2	\$1,400.00	
	7	TU	6A-7A	WAKE W/WAGNRS2	:30	\$700.00	08/14-08/14	2	1	2	\$1,400.00	
	8	W	6A-7A	WAKE W/WAGNRS2	:30	\$700.00	08/15-08/15	2	1	2	\$1,400.00	
	9	TH	6A-7A	WAKE W/WAGNRS2	:30	\$700.00	08/16-08/16	2	1	2	\$1,400.00	
	10	F	6A-7A	WAKE W/WAGNRS2	:30	\$700.00	08/17-08/17	2	1	2	\$1,400.00	
	11	M	7A-9A	TODAY SHW	:30	\$1,400.00	08/13-08/13	1	1	1	\$1,400.00	
	12	TU	7A-9A	TODAY SHW	:30	\$1,400.00	08/14-08/14	1	1	1	\$1,400.00	
	13	W	7A-9A	TODAY SHW	:30	\$1,400.00	08/15-08/15	1	1	1	\$1,400.00	
	14	TH	7A-9A	TODAY SHW	:30	\$1,400.00	08/16-08/16	1	1	1	\$1,400.00	

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Product NV-RNC IE ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY

Estimate# 2992 Agency C/P1/P2/E 20/444/2992

Buyer Tracey Robinson Flight Dates 08/11/2012 - 08/17/2012 Salesperson Phone# 215-568-6540

Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

Fax#

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	15	F	7A-9A	TODAY SHW	:30	\$1,400.00	08/17-08/17	1	1	1	\$1,400.00	
	16	M	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	08/13-08/13	1	1	1	\$200.00	
	17	TU	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	08/14-08/14	1	1	1	\$200.00	
	18	W	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	08/15-08/15	1	1	1	\$200.00	
	19	TH	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	08/16-08/16	1	1	1	\$200.00	
	20	F	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	08/17-08/17	1	1	1	\$200.00	
	21	SA	6A-7A	NW3 AT SUNRISE	:30	\$350.00	08/11-08/11	2	1	2	\$700.00	
	22	M	10A-11A	TODAY SHW3	:30	\$325.00	08/13-08/13	1	1	1	\$325.00	
	23	TU	10A-11A	TODAY SHW3	:30	\$325.00	08/14-08/14	1	1	1	\$325.00	
	24	W	10A-11A	TODAY SHW3	:30	\$325.00	08/15-08/15	1	1	1	\$325.00	
	25	TH	10A-11A	TODAY SHW3	:30	\$325.00	08/16-08/16	1	1	1	\$325.00	
	26	F	10A-11A	TODAY SHW3	:30	\$325.00	08/17-08/17	1	1	1	\$325.00	
	27	M	11A-12P	RACHAEL RAY	:30	\$200.00	08/13-08/13	1	1	1	\$200.00	
	28	TU	11A-12P	RACHAEL RAY	:30	\$200.00	08/14-08/14	1	1	1	\$200.00	
	29	W	11A-12P	RACHAEL RAY	:30	\$200.00	08/15-08/15	1	1	1	\$200.00	
	30	TH	11A-12P	RACHAEL RAY	:30	\$200.00	08/16-08/16	1	1	1	\$200.00	

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Salesperson () AMY MCCREARY

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	31	F	11A-12P	RACHAEL RAY	:30	\$200.00	08/17-08/17	1	1	1	\$200.00	
	32	SA	10A-6P	OLYMPIC WKND	:30	\$1,700.00	08/11-08/11	2	1	2	\$3,400.00	
	33	SU	7A-3P	OLYMPIC WKND	:30	\$1,700.00	08/12-08/12	2	1	2	\$3,400.00	
	34	M	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$1,000.00	08/13-08/13	2	1	2	\$2,000.00	
	35	TU	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$1,000.00	08/14-08/14	2	1	2	\$2,000.00	
	36	W	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$1,000.00	08/15-08/15	2	1	2	\$2,000.00	
	37	TH	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$1,000.00	08/16-08/16	2	1	2	\$2,000.00	
	38	F	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$1,000.00	08/17-08/17	2	1	2	\$2,000.00	
	39	SU	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$650.00	08/12-08/12	3	1	3	\$1,950.00	
	40	M	630P-7P	JEOPARDY	:30	\$1,000.00	08/13-08/13	1	1	1	\$1,000.00	
	41	TU	630P-7P	JEOPARDY	:30	\$1,000.00	08/14-08/14	1	1	1	\$1,000.00	
	42	W	630P-7P	JEOPARDY	:30	\$1,000.00	08/15-08/15	1	1	1	\$1,000.00	
	43	TH	630P-7P	JEOPARDY	:30	\$1,000.00	08/16-08/16	1	1	1	\$1,000.00	
	44	F	630P-7P	JEOPARDY	:30	\$1,000.00	08/17-08/17	1	1	1	\$1,000.00	
	45	SA	730P-8P	OLYMPIC ZONE	:30	\$750.00	08/11-08/11	2	1	2	\$1,500.00	
	46	M	8P-10P	STARS STRIPES	:30	\$2,300.00	08/13-08/13	2	1	2	\$4,600.00	
	47	TU	8P-10P	AM-TLNT-TU	:30	\$4,000.00	08/14-08/14	1	1	1	\$4,000.00	

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	48	SA	8P-12A	OLYMPIC PT	:30	\$6,000.00	08/11-08/11	1	1	1	\$6,000.00	
	49	SU	7P-11P	OLY CLOSING CRMNY	:30	\$9,000.00	08/12-08/12	2	1	2	\$18,000.00	
	50	TU	11P-1135P	NEWS 3 AT 11	:30	\$1,100.00	08/14-08/14	1	1	1	\$1,100.00	
	51	TH	11P-1135P	NEWS 3 AT 11	:30	\$1,100.00	08/16-08/16	1	1	1	\$1,100.00	
	52	M	1135P-1235A	TONITE SHW	:30	\$425.00	08/13-08/13	2	1	2	\$850.00	
	53	TU	1135P-1235A	TONITE SHW	:30	\$425.00	08/14-08/14	2	1	2	\$850.00	
	54	W	1135P-1235A	TONITE SHW	:30	\$425.00	08/15-08/15	2	1	2	\$850.00	
	55	TH	1135P-1235A	TONITE SHW	:30	\$425.00	08/16-08/16	2	1	2	\$850.00	
	56	F	1135P-1235A	TONITE SHW	:30	\$425.00	08/17-08/17	2	1	2	\$850.00	
	57	M	1235A-135A	J FALLON	:30	\$225.00	08/13-08/13	1	1	1	\$225.00	
	58	TU	1235A-135A	J FALLON	:30	\$225.00	08/14-08/14	1	1	1	\$225.00	
	59	W	1235A-135A	J FALLON	:30	\$225.00	08/15-08/15	1	1	1	\$225.00	
	60	TH	1235A-135A	J FALLON	:30	\$225.00	08/16-08/16	1	1	1	\$225.00	

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	61	F	1235A-135A	J FALLON	:30	\$225.00	08/17-08/17	1	1	1	\$225.00	

---REPORT TOTALS---

Report Totals: 89 / \$87,750.00

---SALES MONTHLY TOTALS---

Aug 12: 89 / \$87,750.00

Sales Totals: 89 / \$87,750.00

Station Totals: 89 / \$87,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$132,955	CATV	0%	KBLR	0%	KINC	0%	KLAS	0%	KSNV	66%
		KTNV	9%	KTUD	0%	KVCW	1%	KVMY	7%	KVVU	17%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES, HOWEVER KLAS DID GET SHUT OUT

Books JUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE